

REMARKS

The present application was filed on December 28, 2001 with claims 1-49. Claims 1-7, 11, 12, 17-20, 28, 31, 32, 34, 41, 46, and 48 remain pending. Claims 1, 34, 41, 46, and 48 are the pending independent claims.

Claims 1-5, 12, 17, 28, and 34 are rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 5,931,908 (hereinafter "Gerba"), U.S. Patent Publication No. 2005/0132295 (hereinafter "Noll") and U.S. Patent Publication No. 2005/0015796 (hereinafter "Bruckner").

Claim 6 is rejected under 35 U.S.C. §103(a) as being unpatentable over Gerba, Noll and Bruckner, in view of U.S. Patent Publication No. 2005/0273828 (hereinafter "Barton").

Claims 7 and 32 are rejected under 35 U.S.C. §103(a) as being unpatentable over Gerba, Noll and Bruckner, in view of U.S. Patent No. 6,944,228 (hereinafter "Dakss").

Claim 11 is rejected under 35 U.S.C. §103(a) as being unpatentable over Gerba, Noll and Bruckner, in view of U.S. Patent No. 6,711,552 (hereinafter "Kay").

Claim 18 is rejected under 35 U.S.C. §103(a) as being unpatentable over Gerba, Noll and Bruckner, in view of U.S. Patent No. 6,421,726 (hereinafter "Kenner").

Claim 19 is rejected under 35 U.S.C. §103(a) as being unpatentable over Gerba, Noll and Bruckner, in view of U.S. Patent Publication No. 2002/0016965 (hereinafter "Tomsen").

Claims 20 and 31 are rejected under 35 U.S.C. §103(a) as being unpatentable over Gerba, Noll and Bruckner, in view of U.S. Patent No. 5,878,141 (hereinafter "Daly").

Claim 41 is rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent Publication No. 2004/0015986 (hereinafter "Carver") in view of Noll and Bruckner

Claims 46 and 48 are rejected under 35 U.S.C. §103(a) as being unpatentable over Tomsen in view of Noll and Bruckner.

Applicants have amended independent claim 1 and have canceled claims 7, 34, 41, 46, and 48 in this application. Applicants are not conceding in this application that those claims are not patentable over the art cited by the Examiner, as the present claim amendments and cancellations are only for facilitating expeditious prosecution. Applicants respectfully reserve the right to pursue these and other claims in one or more continuations and/or divisional patent applications.

Specifically, claim 1 has been amended to recite a limitation wherein interactive advertising content is added to a last commercial within a group of commercials. Support for this limitation may be found in the specification at, for example, page 10, lines 1-7. Claim 1 has been amended to incorporate a limitation previously recited in claim 7, canceled herein, wherein said central system processor is further operative to collect and store previously broadcast interactive advertising content.

Claim 1 has also been amended to recite a limitation wherein said central system processor is further operative to, responsive to said request data from said viewer, transmit said previously broadcast interactive advertising content to said viewer. Support for this limitation may be found in the specification at, for example, page 8, lines 22-25, and page 17, lines 1-15.

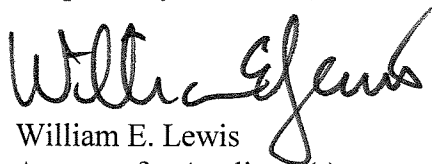
Claim 1 has been further amended to recite a limitation wherein said central system processor is further operative to collect and store one or more indications of interest by said viewer in one or more portions of said previously broadcast interactive advertising content and, responsive to said request data from said viewer, transmit said one or more indications of interest to said viewer. Support for this limitation may be found in the specification at, for example, page 8, lines 22-23; page 8, line 26, to page 9, line 2; and page 17, lines 16-20.

Applicants respectfully submit that the cited references fail to teach or suggest the limitations of claim 1 as amended. For example, none of the cited references teach or even suggest the limitations of amended claim 1 wherein a limitation wherein said central system processor is further operative to, responsive to said request data from said viewer, transmit said previously broadcast interactive advertising content to said viewer; and wherein said central system processor is further operative to collect and store one or more indications of interest by said viewer in one or more portions of said previously broadcast interactive advertising content and, responsive to said request data from said viewer, transmit said one or more indications of interest to said viewer.

Dependent claims 2-6, 11, 12, 17-20, 28, 31 and 32 are believed to be patentable at least by virtue of their dependency from independent claim 1. Moreover, these claims also recite separately patentable subject matter.

In view of the above, Applicants believe that the pending claims are in condition for allowance, and respectfully request withdrawal of the §103(a) rejections.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "William E. Lewis", written in a cursive style.

William E. Lewis
Attorney for Applicant(s)
Reg. No. 39,274
Ryan, Mason & Lewis, LLP
90 Forest Avenue
Locust Valley, NY 11560
(516) 759-2946

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